

08/133984

Abstract of the Invention

provides

RB  
29 Nov  
1993

A computerized system ~~is provided for providing~~  
a salesperson with assistance related to training and sales  
5 of parts corresponding to particular products. More  
particularly, a computerized system incorporating a data  
storage device, a display apparatus, a part selection  
device and a user interface mechanism ~~is provided to~~  
enhance<sup>s</sup> the efforts of a parts salesman. The data storage  
10 device electronically stores graphic and textual parts-  
related information including specifications, features and  
customer benefits. The display apparatus electronically  
displays portions of the graphic and textual information in  
order to provide training and sales assistance related to  
15 part features and customer benefits. The part selection  
device electronically selects a particular part by  
navigating through part choices menus based on stored part  
specifications. The user interface <sup>mechanism</sup> ~~means~~ controls the  
operation of the display apparatus and the part selection  
20 device ~~parts~~ so that each of the respective parts are  
operatively coupled and related to one another.



RB  
1 Dec  
1993

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